

**Amendment and Response under 37 C.F.R. 1.116**

Applicant: Donald J. Palmer et al.

Serial No.: 09/819,230

Filed: March 28, 2001

Docket No.: 10003979-1 (H302.130.101)

Title: INFORMATION PAGE SYSTEM AND METHOD

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**IN THE CLAIMS**

Please amend claims 1-2, 16, 18-19, 22, 24, and 26 as follows:

1. (Currently Amended) A method of providing information to a consumer from an information station comprising:

receiving a first request at the an information station from a first unique consumer for a first information from the information station with the information station being located external to, and separate from, a retailer;

retrieving the first information and a first incentive related to the first information from an information database system including selecting the first information and the first incentive via a user-preference criteria from a customer parameters database of the information database system;

printing the first information and the first incentive on an information page for the first unique consumer at the information station;

submitting to the information database system, via thea retailer, data identifying the first information and the first incentive after use of the incentive by the first unique consumer at the retailer and using the data to update the user-preference criteria for the first unique consumer in the customer parameter database; and

selecting a second information and a second incentive, based upon the updated user-preference criteria, ~~for~~ to be provided to the first unique consumer upon a second request for the second information by the first unique consumer.

2. (Currently Amended) The method of claim 1, wherein printing the first information and the first incentive comprises:

specifying the first incentive to identify the retailer including ~~the a~~ a location of the retailer and a time-limited promotional offer of goods or services sold by the retailer.

3. (Previously Presented) The method of claim 1, wherein retrieving the first information and a first incentive comprises:

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---

retrieving the first incentive from an incentive database of the information database system.

4. (Currently Amended) The method of claim 1, wherein selecting the first information and the first incentive includes basing the first information and the first incentive on a geographic and demographic location of the information station; and

wherein printing the first information and the first incentive comprises including at least one of an identification of:

user data, a geographic/demographic location of the information station, city data, date/time data, ~~or~~ and additional demographic data

5. (Previously Presented) The method of claim 1, wherein printing the first information and the first incentive includes printing a code on the information page to include a bar-code mechanism for electronically performing the submitting of the data to the information database system to identify the information and the incentive provided to the customer.

6. (Previously Presented) The method of claim 1, wherein retrieving the first information and the first incentive comprises:

selecting the first information and the first incentive from the information database system using geographic and demographic criteria, in addition to the user-preference criteria, retrieved from the customer parameters database of the information database system.

7. (Previously Presented) The method of claim 6, wherein submitting to the information station comprises:

submitting data representing the first incentive from the retailer to the customer parameter database of the information database system to update the customer parameter database with demographic and geographic data.

8. (Original) The method of claim 1, further comprising:

displaying a keyword-based menu in a user interface of the information station to enable user selection of desired information; and

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---

building the keyword-based menu based on geographic and demographic parameters regarding the information station.

9. (Previously Presented) The method of claim 1, wherein receiving a request for a first information comprises:

receiving identification of a personal identity of the first unique consumer .

10. (Canceled)

11. (Previously Presented) The method of claim 1, further comprising:  
making the request for the first information at the information station.

12. (Previously Presented) The method of claim 1, further comprising:  
making the request for the first information remotely from the information station using a mobile computing device via a wireless communication link.

13. (Previously Presented) The method of claim 1, wherein printing the information and the incentive comprises:

electronically printing the information page including the first information and the first incentive remotely from the information station at a mobile computing device via a wireless communication link.

14. (Previously Presented) The method of claim 1, further comprising:  
locating the information station remotely from the information database system; and  
transmitting the first information and the first incentive from the information database system to the information station.

15. (Previously Presented) The method of claim 1, and further comprising:  
managing the information database system with a database manager to selectively modify the components, style, and scope of the information database system for optimizing

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---

accuracy of the information database system in identifying consumers and in insuring relevancy of the first information and the first incentive to the first unique consumer.

16. (Currently Amended) An information system comprising:
  - an information station independent of, and external to, a retailer;
  - an information database system; and
  - a first information page printed by the information station upon a first request from a user, the first information page including a first information provided from the information database system and a first feedback mechanism for submitting data representative of use of the first information page back to the information database system via the retailer, wherein the first feedback mechanism identifies customer preference criteria of the user to modify the information database system for providing a second information page, based on the customer preference criteria, in response to a second request for information from the user
17. (Original) The system of claim 16, further comprising:
  - a network communication link to enable communication between the information station and the information database system.
18. (Currently Amended) The system of claim 16, wherein the information page further comprises:
  - information, an incentive, and ~~optionally includes~~ a sponsor advertisement.
19. (Currently Amended) The system of claim 18, wherein the incentive further comprises:
  - identification of ~~a~~ the retailer, a ~~retailer~~ location of the retailer, a promotional offer, and a time-limit for the promotional offer.
20. (Original) The system of claim 19, wherein the incentive further comprises:
  - a code identifying a user, a station location, a city, a date/time, an additional demographics parameter, and a bar-code mechanism.

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---

21. (Original) The system of claim 16, wherein the information database system further includes an information database, an incentive database, and a customer parameter database.

22. (Currently Amended) The system of claim 16, and further comprising:  
a database manager linked to the information database system for selectively modifying the components, style, and scope of the information database system to optimize accuracy of the information database system in identifying the user ~~consumers~~ and in providing relevant information and incentives to the user ~~consumer~~.

23. (Canceled)

24. (Currently Amended) A method of marketing using an information database system comprising:

identifying a specific consumer;

providing, at a location remote from a retailer, information and incentives to the specific consumer from the information database system;

receiving feedback into the information database system along a feedback pathway via the retailer regarding use of the information and incentives at the retailer by the specific consumer;

developing a personality signature of the specific consumer based upon iterative instances of receiving feedback via the feedback pathway into the information database system; and

shaping subsequent information and incentives provided to the specific consumer based upon the developing personality signature of the specific consumer.

25. (Original) The method of claim 24, wherein the receiving step further comprises:

tagging the incentives with an identification code to enable tracking use of the incentives and to enable entry of data relating to use of the incentive into the information database system.

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---

26. (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method of providing information to a consumer from an information station, the method comprising:

receiving a first request at the information station from a first unique consumer for a first information from the information station, with the information station being located external to, and separate from, a retailer;

retrieving the first information and a first incentive related to the first information from an information database system including selecting the first information and the first incentive via a user-preference criteria from a customer parameters database of the information database system;

printing the first information and the first incentive on an information page for the first unique consumer at the information station;

submitting to the information database system data, via ~~a~~ the retailer, identifying the first information and the first incentive after use of the first incentive to the first unique consumer at the retailer and using the data to update the user-preference criteria for the first unique consumer in the customer parameter database; and

selecting a second information and a second incentive, based upon the updated user-preference criteria, for the first unique consumer upon a second request for the second information by the first unique consumer.

27. (Currently Amended) The medium of claim 26, wherein printing the first information and the first incentive comprises specifying the first incentive to identify the retailer including ~~the~~ a location of the retailer and a time-limited promotional offer of goods or services sold by the retailer.

28. (Previously Presented) The medium of claim 26, wherein retrieving the first information and a first incentive comprises retrieving the first incentive from an incentive database of the information database system.

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---

29. (Previously Presented) The medium of claim 26, wherein selecting the first information and the first incentive includes basing the first information and the first incentive on a geographic and demographic location of the information station; and

wherein printing the first information and the first incentive comprises including at least one of an identification of user data, a geographic/demographic location of the information station, city data, date/time data, or additional demographic data

30. (Previously Presented) The method of claim 1, wherein retrieving the information and the incentive comprises assigning, upon the first request for the first information from the first unique consumer, a general demographic component to the user preference criteria for the first unique consumer based on a location of the retailer.

31. (Previously Presented) The method of claim 24 wherein identifying the specific consumer comprises tracking at least one of the following parameters of the specific consumer: geographic; demographic; socioeconomic; gender; and account number.